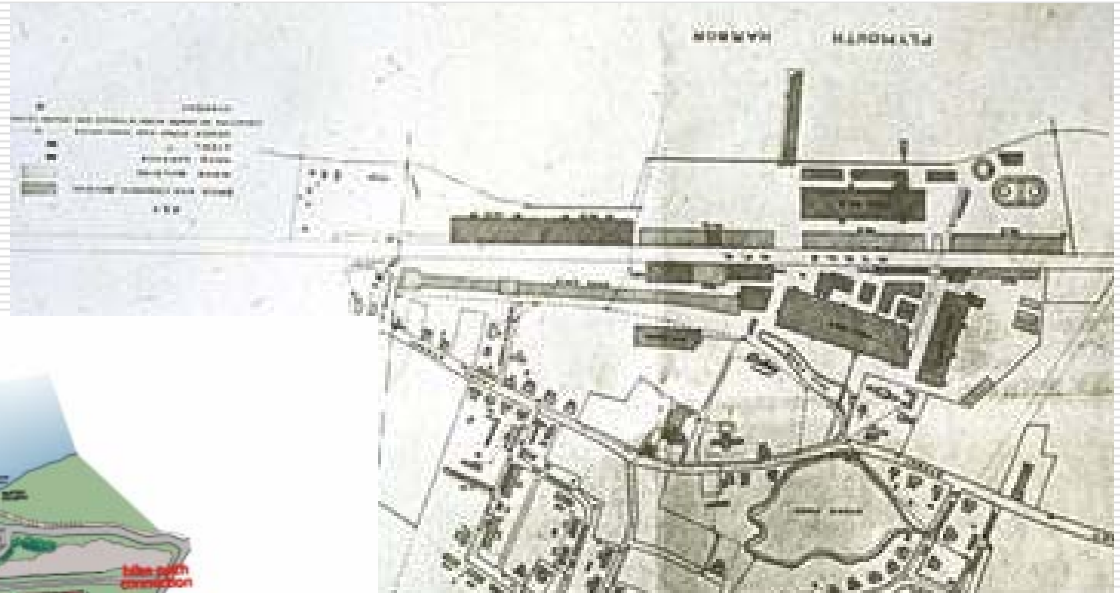


# Cordage Park

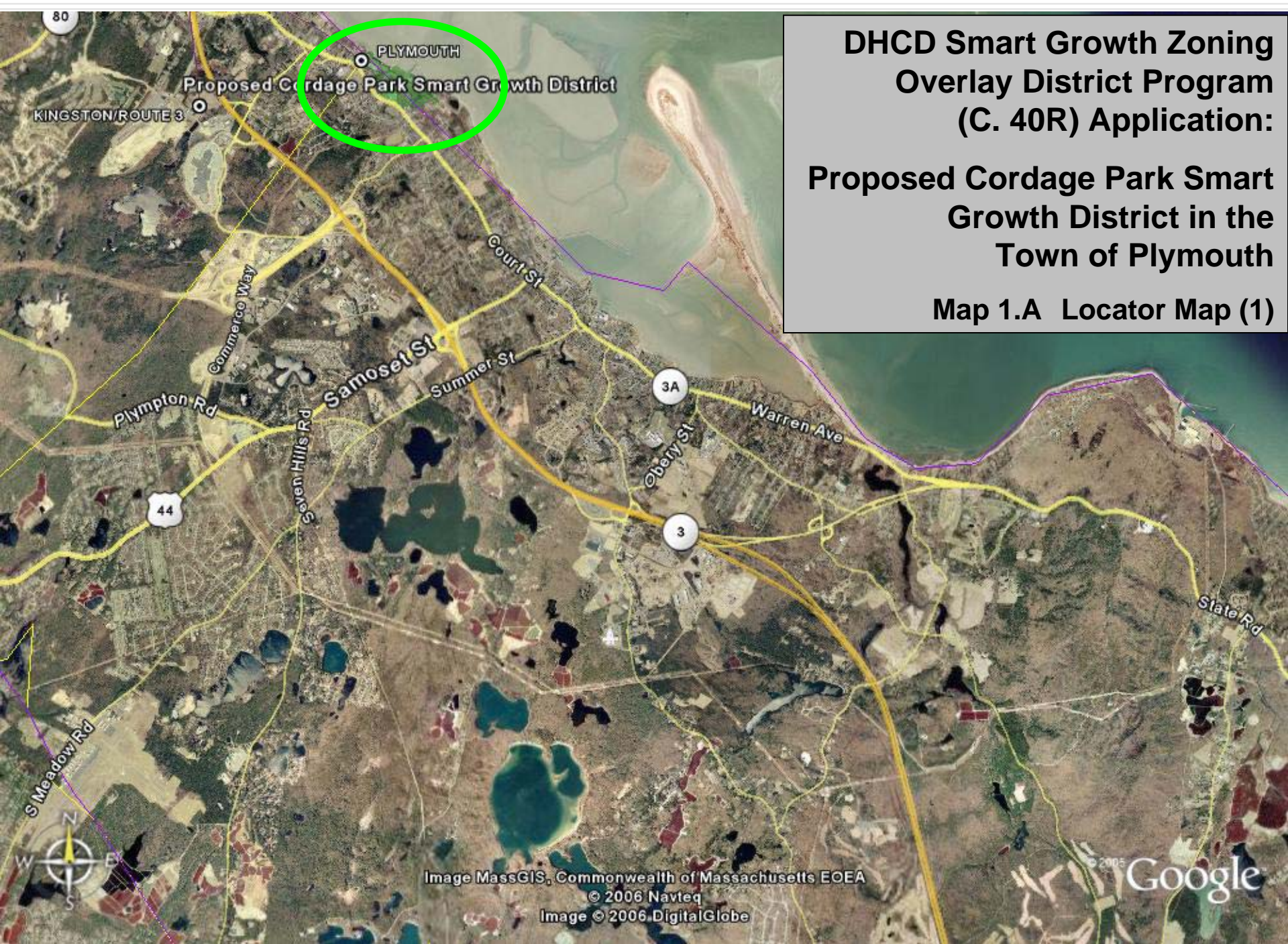


# Cordage Park Smart Growth District

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Lee Hartmann, AICP  
Director of Planning & Development  
Town of Plymouth  
November, 2006

- ☐ Plymouth Planning Board
- ☐ Concord Square Development Co., Inc.
- ☐ The Cecil Group
- ☐ Cordage Commerce Center



# DHCD Smart Growth Zoning Overlay District Program (C. 40R) Application:

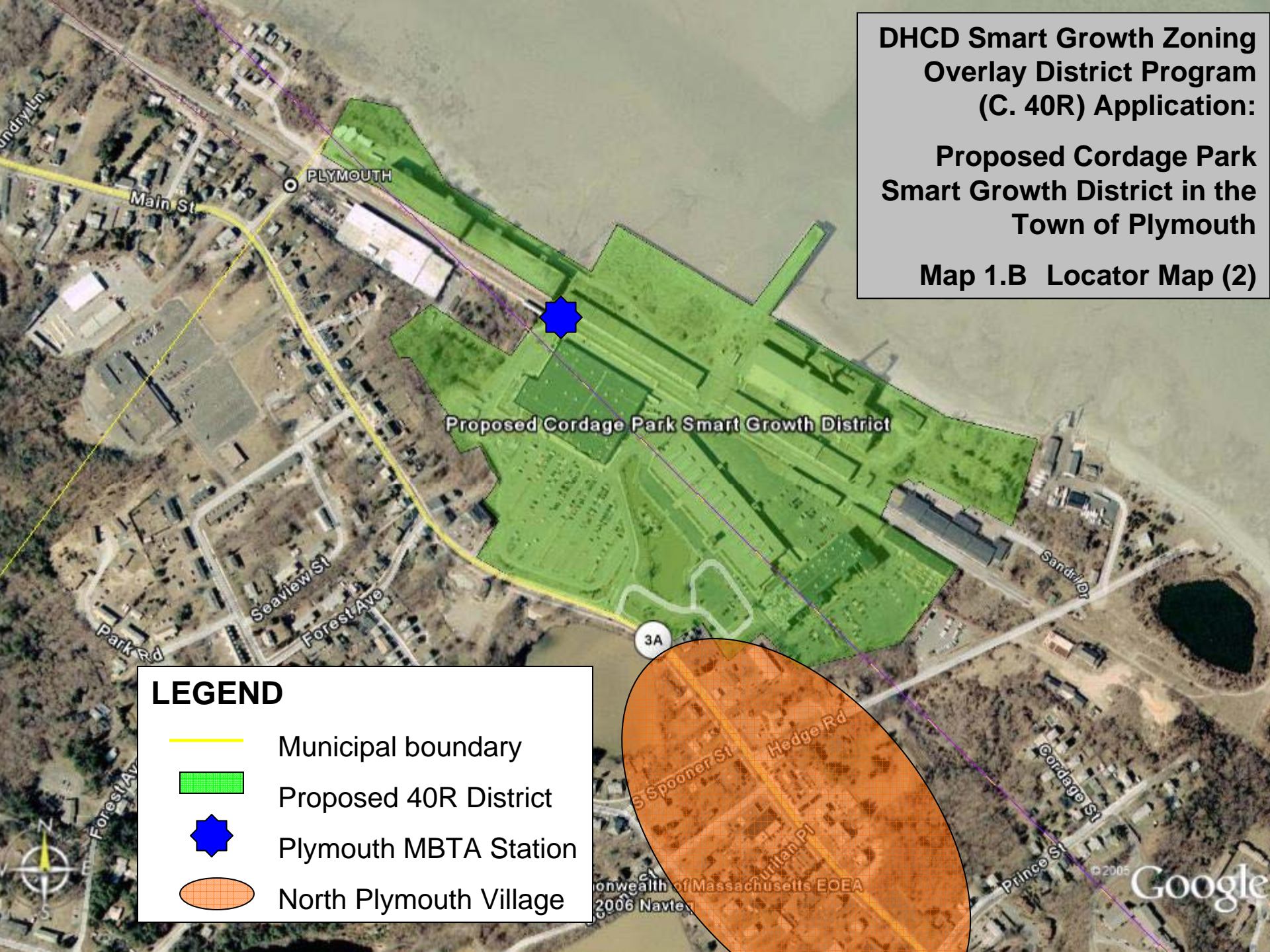
## Proposed Cordage Park Smart Growth District in the Town of Plymouth

Map 1.A Locator Map (1)





**DHCD Smart Growth Zoning  
Overlay District Program  
(C. 40R) Application:**

**Proposed Cordage Park  
Smart Growth District in the  
Town of Plymouth**

**Map 1.B Locator Map (2)**



**LEGEND**

-  Municipal boundary
-  Proposed 40R District
-  Plymouth MBTA Station
-  North Plymouth Village

Commonwealth of Massachusetts EOEA  
2006 Navteq

© 2005

Google



Commercial Mill Building



Now vacant Wal-Mart Building

Views of  
commercial uses  
west of railroad  
tracks



MBTA Commuter Rail Station



Commercial Mill Building

## Cordage Park Site Photographs

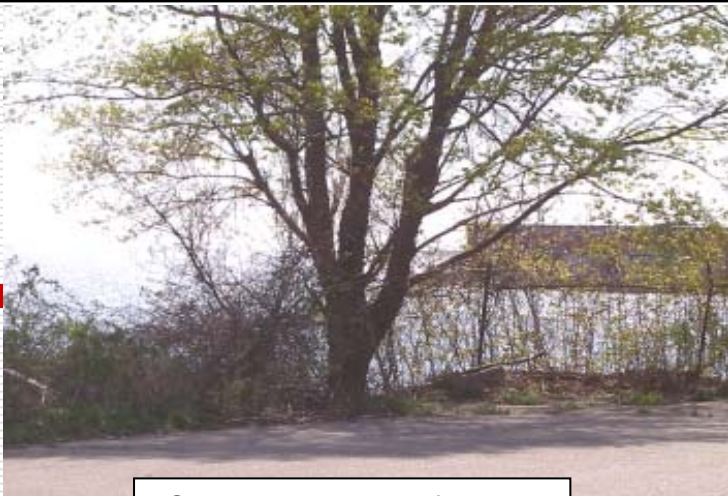
## Town of Plymouth





Views east of  
railroad tracks and  
north of marina





Ocean views north of marina



The marina

Views east of  
railroad tracks and  
south of marina



# Keys to success

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- Work with the development community
    - State Grant – Priority Development Fund (\$50,000)
    - Don't create the perfect **Town** bylaw
    - Create a bylaw that makes economic sense for the developer
    - Focus on something all sides can live with
    - Include **key** potential opponents
-

# Keys to success

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- Introduce the concept in the least controversial way
    - Bonus densities?
    - Designate specific & limited areas
    - Limit number of units
-

# Keys to success

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Meetings, meetings, meetings!!!

- ☐ Meetings w/North Plymouth Steering Committee
  - ☐ Meetings w/staff development review working group
  - ☐ Meeting w/Board of Selectmen
  - ☐ Meetings w/Planning Board
  - ☐ Review by Town Counsel
-

# Keys to success

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- ❑ Joint meeting w/Kingston Planning Board
  - ❑ Retained The Cecil Group to support graphics-based design standards
  - ❑ Revisions to Bylaw based on public comment & Town Counsel review
-

# What Did We Hear?

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- ☐ Even without State funding 40R **must** make sense
- ☐ We want Cordage revitalized
- ☐ Save the smokestack

# Estimate of Incentives Value

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## **Zoning Incentive Payments Formula per M.G.L. c.40R Sec. 9(a)**

Up to 20	\$10,000
21-100	\$75,000
101-200	\$200,000
201-500	\$350,000
501 or more	\$600,000

*Projected Zoning Incentive Payments: Cordage Park Smart Growth District* **\$600,000**

## **Density Bonus Payments Formula per M.G.L. c.40R Sec. 9(b)**

Payment per unit of new housing \$3,000

*Projected Density Bonus Payments: Cordage Park Smart Growth District* **\$2,014,137**

*Total Incentive and Density Bonus Payments (excluding 40S):* **\$2,614,137**

☐ 40S School Reimbursement

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# Allowed Uses

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## ☐ Residential

- Single-family detached
- Two- and three-family
- Multi-family
- Housing for elderly/handicapped/assisted living

## ☐ Mixed-Use

Offices, retail, sightseeing or ferrying service, commercial fishing, seafood wholesale, restaurants, & hotel specialty shops

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# Controls Built into Bylaw

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- ❑ Cap on total residential (675 units)
  - ❑ Cap on square footage in single retail use (50,000 sf)
  - ❑ Cap on total retail uses (100,000 sf)
  - ❑ Cap on total commercial uses *including existing development* (600,000 sf)
  - ❑ Design standards
-

# Site Plan Review Process

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- ❑ Planning Board is permit-granting authority
  - ❑ Public hearing to review compliance with Bylaw and Design Standards
  - ❑ Application is only approved upon finding that plans comply with Bylaw and Design Standards
-

# Preliminary Traffic Assessment

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Prepared by Vanasse & Assoc.

Examines traffic at full buildout

- A slight traffic increase may occur
  - Should be offset by public transportation & mixed use nature of site
-

# Keys to success

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Build consensus and support:

- ✓ Planning Board
  - ✓ North Plymouth Steering Committee
  - ✓ Planning Department
  - ✓ Board of Selectmen
  - ✓ Advisory & Finance Committee
  - ✓ The Property Owner
-

# Why Wouldn't We Support 40R?

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- ☐ If we don't like the proposal
- ☐ If significant infrastructure improvements are needed

# Why Did Plymouth Support 40R?

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- ❑ Cordage should be a successful part of Plymouth's economy
- ❑ \$2.6 million in State funds
- ❑ 20% of the units are affordable (135 units)
- ❑ Also, we could expect similar proposal under conventional zoning

# Why Did Plymouth Support 40R?

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- ❑ The revitalization of Cordage Park is essential to the long-term success of North Plymouth
  - ❑ The Cordage Park residents will support North Plymouth businesses
  - ❑ This bylaw will both assist in the long awaited revitalization of Cordage and provide financial incentives to the Town
-